



# Memorandum

**TO:** NEIGHBORHOOD SERVICES AND  
EDUCATION COMMITTEE

**FROM:** Jane Light

**SUBJECT: LIBRARY PROGRAMMING MODEL UPDATE**     **DATE:** February 23, 2009

Approved

Date

2-27-09

**COUNCIL DISTRICT:** City-Wide  
**SNI AREA:**

## **RECOMMENDATION**

It is recommended that the Committee accept the report on Library programming model update.

## **OUTCOME**

The Committee will understand the Library's program planning process.

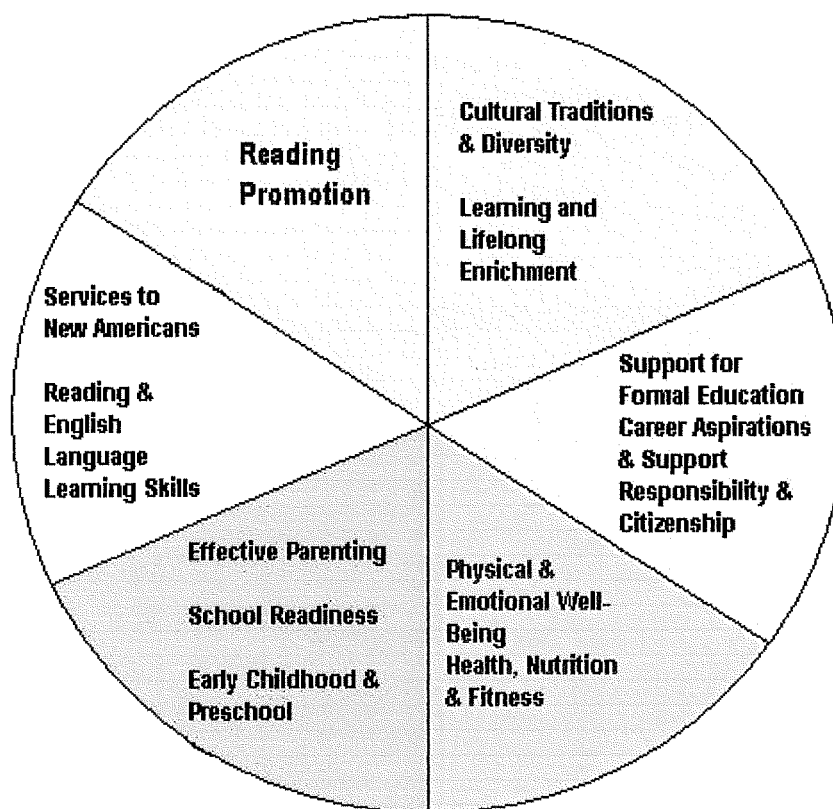
## **BACKGROUND**

San José Public Library has a long tradition of offering programs for the public. These library programs introduce library collections and services to the public and build social capital by bringing groups of people together to learn. San José Public Library's mission is to enrich lives by fostering lifelong learning and by ensuring that every member of the community has access to a vast array of ideas and information. All members of our community are able to use the library and all programs at no cost to the attendee.

Programs within the libraries range from traditional story times and book discussion groups to fine arts performances, computer classes, and conversation clubs for English language learners. In past years, staff planned and offered these programs for each library location independently. System-wide programming was done for only larger programs such as Summer Reading Celebration and Silicon Valley Reads. One of the San José Public Library values is that we are a learning organization that is not afraid to change and take appropriate risks in pursuit of meeting community needs. We constantly reassess our services and methods and try to see ourselves through the public's eyes. Because of this, we began in 2007 to develop a comprehensive program plan based on specific community needs.

## **ANALYSIS**

In 2005, the United Way of Silicon Valley released the *United Way Community Impact Report*. The comprehensive report identified what they defined as “the most pressing health and human services needs of Santa Clara County.” It created a roadmap for social service agencies for funding and delivery priorities. In 2006, and subsequent years, United Way has updated this report. Two main goals are: stability through crisis resolution and self-sufficiency through capacity building. San José Public Library decided to focus its attention on the goal of self-sufficiency. The library decided to strategically model its program delivery into six core service response areas that align with United Way of Silicon Valley. The circle below identifies those areas. No one area is more important than the others.



The Library formed a staff task force to create a program planning process to fulfill these community needs effectively and intentionally across San José. The task force put together a systematic objective planning model that allows for librarians to work together across 20 locations, sharing the workload and offering programs that are of high quality and in demand by San José residents.

This planning process consists of several steps –

1. Identifying the community needs for the branch library
2. Identifying the current programs planned and the community needs being met
3. Recognizing the gaps that are not being currently fulfilled
4. Creating a database of program plans that can be implemented quickly and easily
5. Evaluation

In Attachment A are examples of one month of programming for Berryessa, Alum Rock, Cambrian and Willow Glen branches. The monthly calendar of events is one of the ways programs are publicized to the community.

Each library branch created a branch community profile based on data from the neighborhood, including census, school, educational and income levels and demographics. The next step was to perform a program assessment, then a gap analysis of programming in the branch. These gaps, once identified by this objective process, allow the branch to plan responsive programming in the six areas. Librarians formed six working groups, one for each community response area, charged with creating and collating program plans for their area. These plans were put into a searchable database so that once a gap is identified in any neighborhood; librarians can “shop” for their program needs based on both the community demographic and the community response area to come up with already planned programs that fit those needs. Because the planning work is mostly completed, the time spent developing the program is minimized and multiple locations can offer the same program – thus allowing for promotion of the program at multiple locations.

This also allows library staff to quickly develop programs that respond to new or emerging needs. For example, the need to assist jobseekers became very clear this fall as the local unemployment rate grew. Librarians were able to quickly locate resources to provide informational programs for jobseekers at library locations and to schedule them at multiple locations within just a few weeks.

Often community partners provide the content for the programming. For example, a health education organization may provide a workshop for parents on preventing child obesity. Library staff will provide a room for the program, library materials that are available as an additional resource and flyers and other promotional information. As more new libraries with community rooms have opened in the neighborhoods, collaborating with other agencies and organizations is helping to connect the organizations with the communities they want to serve.

Many programs offered at San José Public Library are conducted by librarians and have a low or no additional cost. Programs offered with community partners such as SIREN or East Side Adult Education also allow for excellent programming with no additional costs. Many program costs, especially for children and teens, are subsidized by the Friends of the Library groups. Other programs are paid for by grant funds or from the \$40,000 budgeted to support programming system-wide in FY2008-2009.

A standardized evaluation is being developed and the programming database allows us to add evaluative information into the record for each program. During FY 2007-2008, 10,201 Programs were offered to a cumulative audience of 342,674. The average attendance at library programming was 32. Eighteen branches offered 9,022 programs – that is a rate of 1.3 programs

per day per location. King Library offered 1,179 programs averaging three programs daily. Compared to the previous year, programs offered went up 11.35% and the overall attendance at programs went up 32.46%.

This strategy has allowed our program planning to be more focused and flexible to offer more programs meeting the needs of the community. It has increased the number of programs and attendance and reduced the cost per program and per attendee. It has ensured that library programming relates directly to community needs yet can be customized to specific neighborhoods or user groups.

### **EVALUATION AND FOLLOW-UP**

This is an annual update provided to the Neighborhood Services and Education Committee.

### **PUBLIC OUTREACH/INTEREST** - This is not applicable.

- ☐ **Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater.  
**(Required: Website Posting)**
- ☐ **Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- ☐ **Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

### **COORDINATION**

This is not applicable.

### **CEQA**

This is not a project.



JANE LIGHT  
Library Director, Library Department

Library Program Planning  
Model Update  
*March 12, 2009*  
*Item 3.2*

City of San José



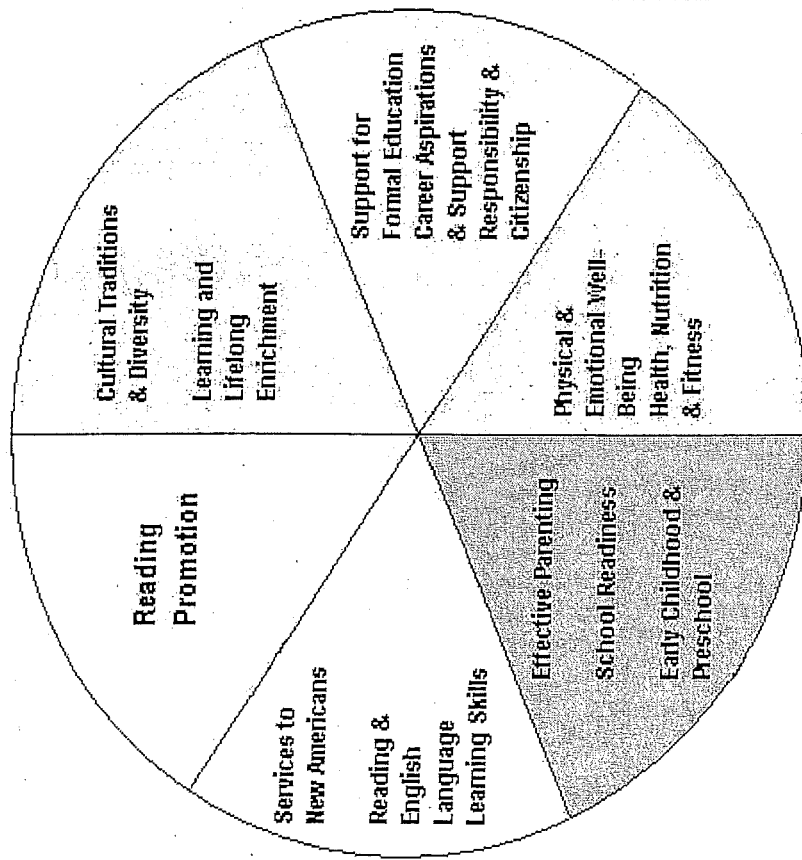


# Programming in the Library

- Story Times
- Book Clubs
- Puppet shows
- Musical performances
- Educational Programs
- Resumes and Job Search Classes
- Citizenship Practice Interviews
- Conversation Clubs
- ESL Classes



# Service Response Areas



- Librarians work in groups
- Programs planned in each area
- Database to coordinate and plan

# Systematic Planning Process

- Branch Community Profile
- Program Assessment
- Gap Analysis
- Plan Responsive Programming

**SJLibrary** **INTRANET**

Home | Site Index | Search

**Services** **Forms/Templates** **Schedules/Org Charts** **Training** **Stats/Reports** **Committees/Groups**

Home > Staff Training > LIBRARIES - The San Jose Way Intranet

### Program DB Search

Age Group:  Any age

Cost:  Any cost

Language:  Any language  
 English  
 Spanish  
 Mandarin

Service Area:  Any service

Branch/Unit:  Any branch

Presented Date:  MM  DD  YYYY  And  MM  DD  YYYY

Last Updated:  MM  DD  YYYY

OR Keyword Search



# Results

## FY 2006-2007

- 9,162 Programs
- 245,104 Attendance
- Average Attendance: 27

## FY 2007-2008 *Using New Program Planning Model*

- 10,201 Programs Presented Up 11.3%
- 342,674 Attended Programs Up 32.4%
- Average Attendance: 32 Up 18.9%